

ORCHESTRATED CUSTOMER ENGAGEMENT

A new category of technology that enables life sciences companies to transition to an orchestrated commercial model

Orchestrated Customer Engagement (OCE) is the next generation commercial platform from IQVIA. OCE connects sales, marketing, medical and other functions to harmonize interactions with customers. This enables life sciences companies to build trust and optimize performance in a way not possible with legacy point solutions such as CRM and MCM tools.

THE BUSINESS NEED

There are many factors driving the need for orchestration. These include the number of stakeholders involved in purchase and prescribing decisions, the increase in channels, exponential growth in data, and higher expectations from customers for how companies communicate with them.



Expanding channels, including digital



Explosive growth and fragmentation of data



High expectations of web-savvy customers



Multiple stakeholders in buying process

THE WORLD'S FIRST ORCHESTRATION SUITE

Traditional sales and marketing functionality (e.g., call capture, account management and multichannel execution) is no longer sufficient. OCE is a transformative platform for orchestrating personal and non-personal interactions across key customer-facing functions. **Capabilities include:**

- Personalization across channels based on customer preferences
- Orchestration timeline of all key interactions with a customer
- Empowering sales to trigger marketing journeys for customers
- Intuitive user interface that adapts to role and task
- AI-based next-best-action recommendations for customers and campaigns
- Common life sciences data model for seamless integration
- Embedded analytics for your doctor-level data



ORCHESTRATION AT YOUR FINGERTIPS

AN INNOVATIVE PLATFORM OF PLATFORMS

OCE is a new category of SaaS-based life sciences technology providing an integrated platform built on top of best-in-class industry standard platforms such as Salesforce.com and Marketing Cloud. This enables life sciences companies to move beyond a patchwork of point solutions to a unified customer engagement solution.

ADVANTAGES FOR CUSTOMERS INCLUDE:

- **Accelerating** time-to-value through integration with existing commercial applications and information
- **Releasing** regular innovations in product capabilities, stability, mobility, and scalability via the cloud
- **Delivering** multiple differentiating technologies that address specific needs of life sciences companies
- **Offering** a 'born-integrated' platform that enables rapid scaling across brands and geographies

Breakthrough Technology Differentiators

IQVIA has applied its deep expertise to develop three key capabilities that are embedded throughout the OCE platform:



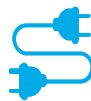
INTUITIVE WITH APOLLO

Consumer-grade user interface and experience for the enterprise that improves end-user adoption



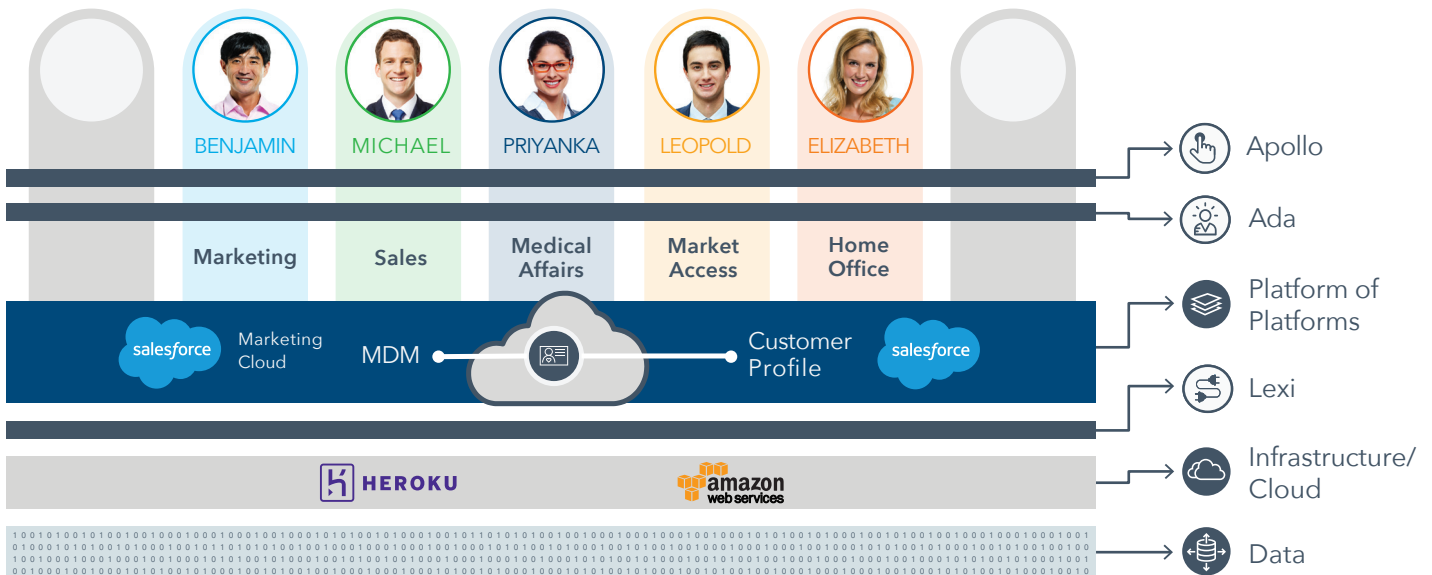
CONNECTED WITH LEXI

Simpler and faster integration of data and apps with API-led connector



SMART WITH ADA

Role-based ambient intelligence recommends next-best actions for faster decision making



OCE SUPPORTS A WIDE RANGE OF COMMERCIAL PERSONAS

FOR MORE INFORMATION, PLEASE CONTACT

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